



STRATEGIC PLAN

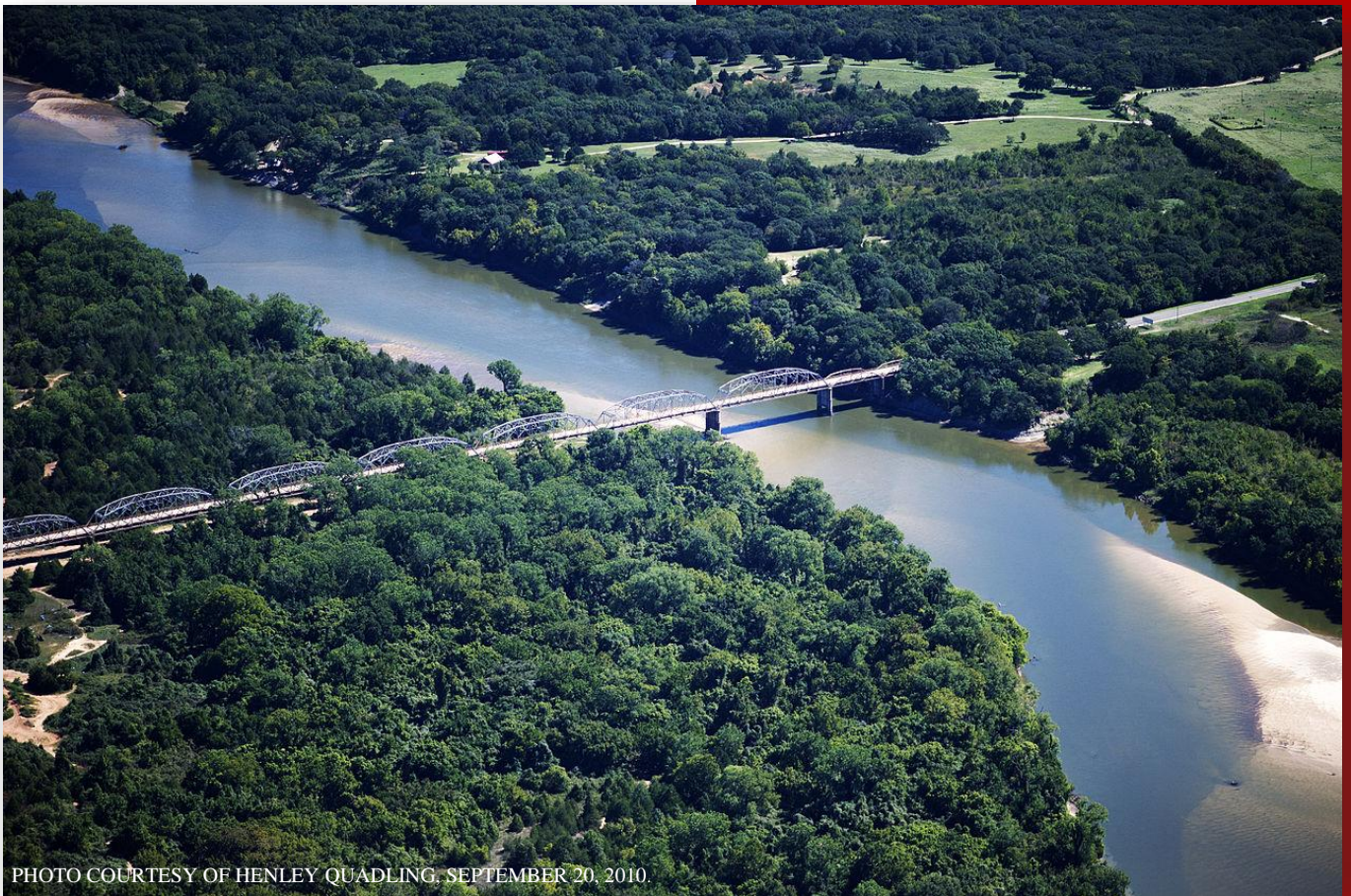


PHOTO COURTESY OF HENLEY QUADLING, SEPTEMBER 20, 2010.

2020-2025



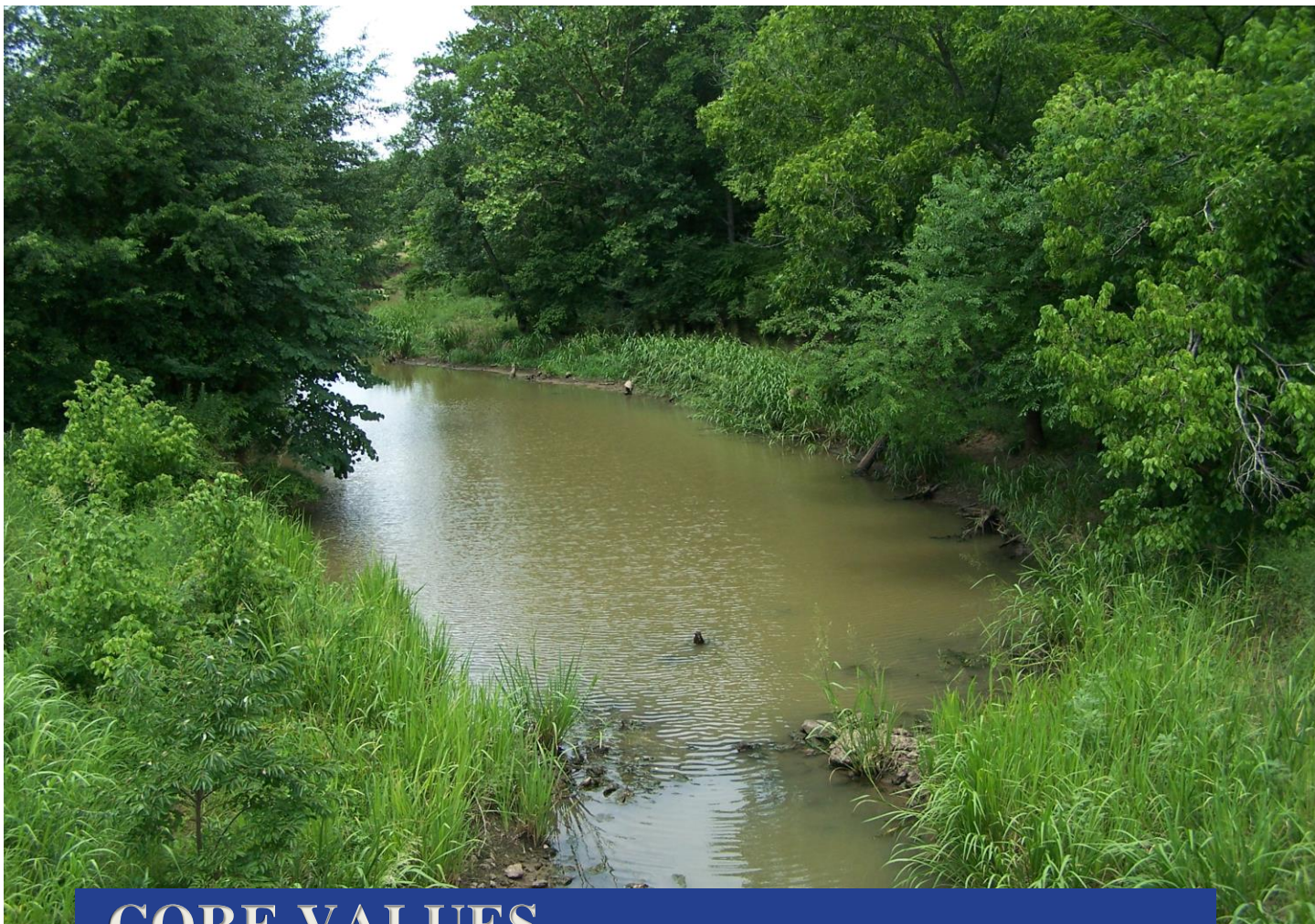
OUR MISSION

THE AUTHORITY'S MISSION IS THE ORDERLY CONSERVATION, RECLAMATION, PROTECTION, AND DEVELOPMENT OF THE WATER RESOURCES THROUGHOUT THE RED RIVER BASIN, FOR THE BENEFIT OF THE PUBLIC.



2020-2025 TOP PRIORITIES

- **COMPLETE ALL RECOMMENDATIONS OF THE TEXAS SUNSET ADVISORY COMMISSION AND PASS THE 2020 SUNSET COMPLIANCE REVIEW.**
- **COMPLETE THE ASSET MANAGEMENT PLAN, HAVE IT APPROVED BY THE BOARD BY JULY 15, 2020 AND UPDATED ANNUALLY THEREAFTER, AND USE IT TO DEVELOP LONG-TERM CAPITAL OUTLAY AND MAINTENANCE BUDGETS.**
- **FOSTER AND ENCOURAGE COMMUNICATION WITH CUSTOMERS AND STAKEHOLDERS TO ENGAGE IN CONSERVATION EFFORTS.**
- **PREPARE FOR AND COMPLETE THE UPCOMING FIVE-YEAR RATE REVIEW PROCESS AND ENSURE OPPORTUNITIES FOR PUBLIC PARTICIPATION.**



CORE VALUES

RESPONSIBILITY

The Authority will undertake responsible governmental actions in compliance with the law, and will work to achieve stakeholder consensus in an open and transparent manner.

CONSERVATION

The Authority will actively support state and regional planning processes to manage, conserve, and protect our most precious natural resource, the water in the Red River Basin.

CUSTOMER SERVICE

The Authority will provide safe drinking water, compliant wastewater services and National Environmental Laboratory Accreditation Program (NELAP) laboratory services in a responsive and cost-effective manner to customers.

LEADERSHIP

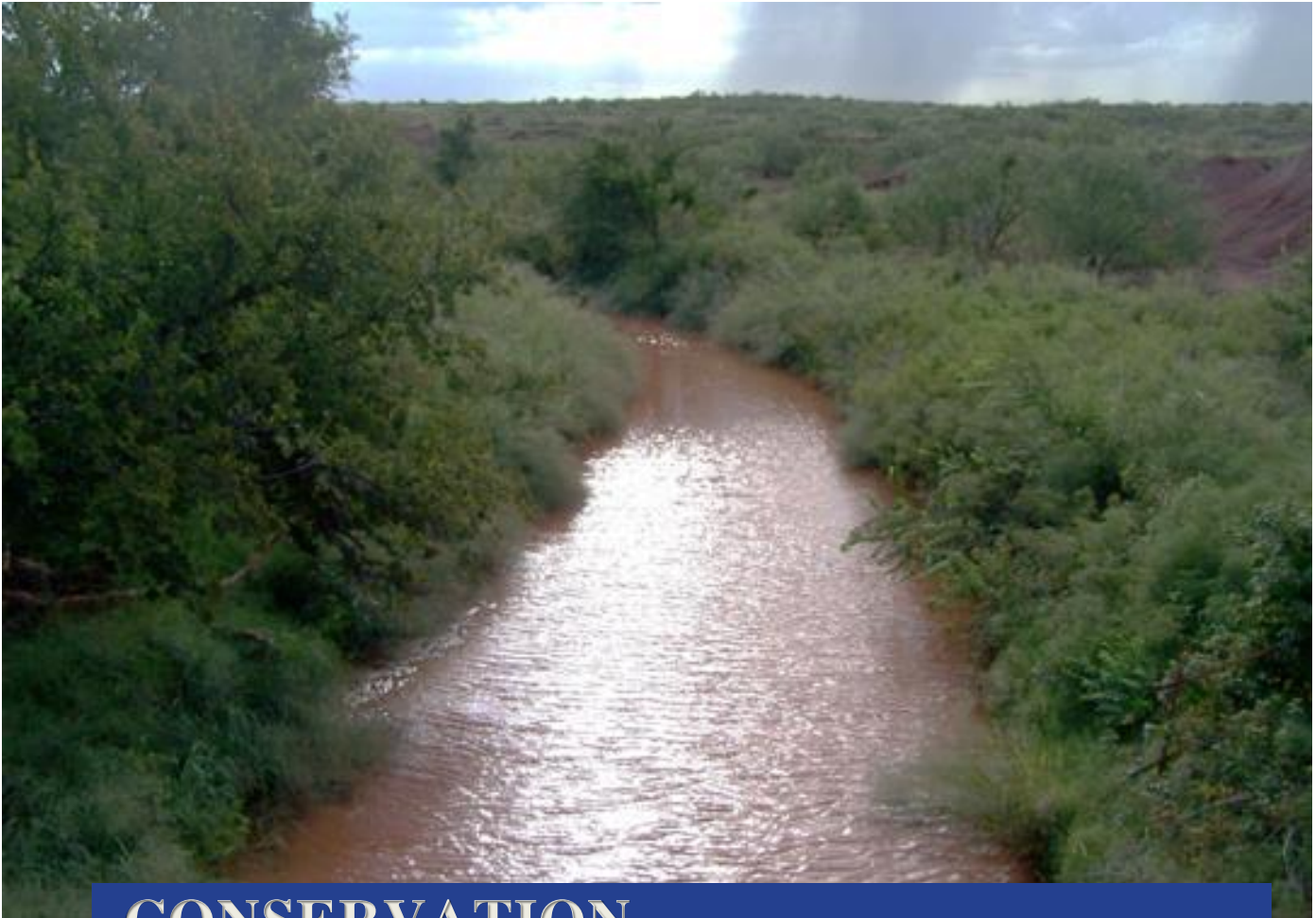
The Authority will foster a supportive, knowledgeable and qualified workforce, leadership and Board of Directors.



THE AUTHORITY WILL UNDERTAKE RESPONSIBLE GOVERNMENTAL ACTIONS IN COMPLIANCE WITH THE LAW, AND WILL WORK TO ACHIEVE STAKEHOLDER CONSENSUS IN AN OPEN AND TRANSPARENT MANNER.

ASSOCIATED GOALS

- *Complete all recommendations of the Texas Sunset Advisory Commission and pass the 2020 Sunset Compliance Review.*
- *Encourage, initiate and foster legislative relations with elected officials and regulatory agency's staff through interaction by both the Authority's staff and its appointed officials.*
- *Investigate additional and alternative funding sources, including appropriations, grants, and donations. Provide alternate funding options when available for capital improvement projects.*
- *Review the structure of the Authority's historical internal enterprise fund accounting, and evaluate options.*
- *Continue to promote transparency and work to increase public notification utilizing the Authority's website and other electronic means.*



CONSERVATION

THE AUTHORITY WILL ACTIVELY SUPPORT STATE AND REGIONAL PLANNING PROCESSES TO MANAGE, CONSERVE, AND PROTECT OUR MOST PRECIOUS NATURAL RESOURCE - THE WATER IN THE RED RIVER BASIN.

ASSOCIATED GOALS

- *Continue to provide administration and oversight of the Region B water planning process for the Texas Water Development Board and encourage staff development and involvement in the other regional plans that are located within the boundaries of the Red River Basin.*
- *Foster and encourage communications with customers and stakeholders to engage in conservation efforts.*
- *Work with the North Central Texas Council of Government and other stakeholders to meet the Authority's obligation to evaluate the possibility of navigation on the Red River in Texas, by the Texas Legislature, in HB 4166, and provide staff training on navigation issues.*
- *Provide staff training in anticipation of new state-wide planning requirements for flood control. Participate in the Regional Flood Planning Group being created by the Texas Water Development Board.*
- *Ensure program continuity in drought-planning and conservation by focusing on staff training.*
- *Continue to provide exemplary service in fulfilling the contractual duties of the Texas Clean Rivers Program for the Texas Commission on Environmental Quality, with an emphasis on staff training.*



CUSTOMER SERVICE

THE AUTHORITY WILL PROVIDE SAFE DRINKING WATER, COMPLIANT WASTEWATER SERVICES, AND A NATIONAL ENVIRONMENTAL LABORATORY ACCREDITATION PROGRAM (NELAP) LABORATORY SERVICES IN A RESPONSIVE AND COST-EFFECTIVE MANNER TO CUSTOMERS.

ASSOCIATED GOALS

- *Complete the Asset Management Plan, have it approved by the Board by July 15, 2020 and update annually thereafter, and use it to develop long-term capital outlay and maintenance budgets.*
- *Foster and encourage communication with customers.*
- *Take steps to increase draft auto-pay utilization by customer utility accounts by 20% from current levels.*
- *Fulfill grant requirements for the upcoming pilot program to install automated metering on selected water systems. If judged successful, consider further expansion of automated metering to additional water systems, as appropriate.*
- *Prepare for and complete the upcoming five-year rate review process and ensure opportunities for public participation.*
- *Develop budgeting, scheduling and status reporting for capital improvement projects.*
- *Maintain NELAP accreditation, while expanding external laboratory customer base or revenue by 15%.*
- *Satisfy and complete any Compliance Agreements with the EPA or TCEQ.*
- *Complete all projects from the 2016 Capital Improvement Project List.*



LEADERSHIP

BOARD OF DIRECTORS

Front Row (L to R): Joe L. Ward - Telephone, Michael R. Sandefur-Texarkana, Stephen A. Thornhill - Denison, G. Wilson Scaling, II – Henrietta
Back Row (L to R): Todd W. Boykin – Amarillo, Jerry Bob Daniel – Truscott, Mary Lou Bradley – Memphis, Jerry Dan Davis – Wellington,
Zachary K. Smith – Canyon

THE AUTHORITY WILL FOSTER A SUPPORTIVE, KNOWLEDGEABLE AND QUALIFIED WORKFORCE, LEADERSHIP AND BOARD OF DIRECTORS.

ASSOCIATED GOALS

- *Continue to educate the Board throughout the year using monthly email updates, and timely notify Board members of important issues or events as they arise.*
- *Solicit early Board input in the budgeting process by including a preliminary presentation of the proposed Capital Budget and an overview of the proposed Operating Budget to the Board prior to the September budget adoption meeting.*
- *Continue succession planning and development for key staff and middle management.*